



Docket No.: 38188-382

JCS 09/766636 U.S. PTO
01/23/01

**UTILITY PATENT APPLICATION
UNDER 37 CFR 1.53(b)**

Box PATENT APPLICATION
Commissioner for Patents
Washington, DC 20231
Sir:

Transmitted herewith for filing is the patent application of:

INVENTOR: Alan K. GORENSTEIN
FOR: SYSTEM AND METHOD FOR COMPOSITE CUSTOMER SEGMENTATION

Enclosed are:

19 pages of cover sheet, specification, claims, abstract.
 Declaration and Power of Attorney.
 Priority Claimed.
 Certified copy of _____
 2 sheets of formal drawing.
 An assignment of the invention to Intimate Brands, Inc.
 and the assignment recordation fee.
 An associate power of attorney.
 A verified statement to establish small entity status under 37 CFR 1.9 and 37 CFR 1.27.
 Information Disclosure Statement, Form PTO-1449 and reference.
 Return Receipt Postcard
 REQUEST AND CERTIFICATION UNDER 35 U.S.C. 122(b)(2)(B)(i)

The filing fee has been calculated as shown below:

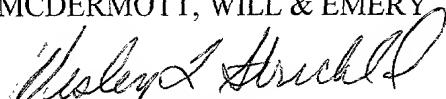
	NO. OF CLAIMS		EXTRA CLAIMS	RATE	AMOUNT
Total Claims	21	-20	1	\$18.00	\$18.00
Independent Claims	4	-3	1	\$80.00	\$80.00
	Multiple Dependent Claim(s)				\$0.00
	Basic Fee				\$710.00
	Total of Above Calculations				\$808.00
	Less ½ for Small Entity				\$0.00
	Assignment & Recording Fee				\$40.00
	Total Fee				\$848.00



20277
PATENT TRADEMARK OFFICE

- Please charge my Deposit Account No. 500417 in the amount of \$848.00. A duplicate copy of this sheet is enclosed.
- The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 500417. A duplicate copy is enclosed.
 - Any additional filing fees required under 37 CFR 1.16.
- The Commissioner is hereby authorized to charge payment of the following fees during the pendency of this application or credit any overpayment to Deposit Account No. 500417. A duplicate copy of this sheet is enclosed.
 - Any patent application processing fees under 37 CFR 1.17.
 - Any filing fees under 37 CFR 1.16 for presentation of extra claims.

Respectfully submitted,

MCDERMOTT, WILL & EMERY

Wesley L. Strickland
Registration No. 44,363

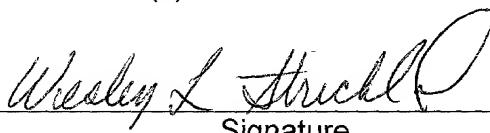
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Date: January 23, 2001
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REQUEST AND CERTIFICATION UNDER 35 U.S.C. 122(b)(2)(B)(i)	First Named Inventor	Alan K. GORENSTEIN
	Title	SYSTEM AND METHOD FOR COMPOSITE CUSTOMER SEGMENTATION
	Atty Docket Number	38188-382

I hereby certify that the invention disclosed in the attached application **has not and will not be** the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing. I hereby request that the attached application not be published under 35 U.S.C. 122(b).

1/23/01
Date



Signature

Wesley L. Strickland, 44,363

Typed or printed name

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application **upon filing**.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at eighteen months from the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of the filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**

Burden Hour Statement. This collection of information is required by 37 CFR 1.213(a). The information is used by the public to request that an application not be published under 35 U.S.C. 122(b) (and the PTO to process that request). Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This form is estimated to take 6 minutes to complete. This time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.